

INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 39 TITLE: National Eye Health Education Program Outreach

PART I - REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone (301) 402-3073

Fax (301) 435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S

Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH

Bldg 31, Room B1B39

Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: One year (1) from award. This period may be extended by non-competitive modification at the option of the NIH.

C. PRICING METHOD: Cost plus fixed fee - Firm should provide a single price for the support of the National Eye Health Education Program as outlined below. Price will be a factor in the determination of the firm that is selected for award.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail to the above POC. Proposals should not exceed 20 pages. Please enter in the subject line the following text, "RFTOP#39 Proposal submitted by _____". A signed task order form (last page of the RFTOP) should also be faxed to 301-435-6101.

E. RESPONSE DUE DATE: September 10, 2001 at 3:00pm.

F. TASK DESCRIPTION:

The purpose of this task is to assist the NEI's National Eye Health Education Program (NEHEP) staff to develop, implement and evaluate new campaigns and materials for its health education programs on diabetic eye disease, glaucoma and low vision. It is anticipated that at least two new campaigns will be developed during this period of performance. This activity is conducted in the NEI's Office of Communication, Health Education, and Public Liaison (OC). More information on the NEHEP can be found at www.nei.nih.gov/nehep This task will also support the activities related to the vision objectives (Healthy Vision) of Healthy People 2010. More information on Healthy Vision can be found at www.healthyvision2010.org

Tasks may include the following:

- In coordination with the Project Officer and the NEHEP Partnership, develop, implement, and evaluate new health education campaigns and materials for the target audiences of the diabetic eye disease and glaucoma programs and develop a communication plan for each program area.

- Develop, implement, and evaluate distribution and promotion plans for program materials.
- Develop an eye health awareness month campaign that highlights one of the Healthy Vision objectives. Campaign will be launched in May 2003.
- Assist in the coordination of Healthy People 2010 activities including development of promotion activities.
- Present new programs and campaigns at a NEHEP conference in April 2002. Plan for two staff to attend. For planning, estimate 2 people for a 3 day meeting in New Mexico.

G. EVALUATION FACTORS

Technical Approach (40%) Contractors must demonstrate a thorough understanding of the task order requirements and experience with program development and outreach. This includes creative and innovative approaches, and the assignment of tasks to experienced personnel. The proposal will be evaluated according to the soundness, practicality, and feasibility of the written description.

Staffing and Management (30%) Contractors must demonstrate experience of key personnel in supporting the planning and implementation of activities described in the task order. Contractors are to provide a staffing plan, including proposed labor hours and a management plan that describes the contractor's approach to managing work and subcontract management, if applicable. As part of the staffing and management plan, the contractor shall summarize the relevant program development experience and skills of each of the individuals proposed for the task order

Management Experience (20%) Contractor must demonstrate experience related to the work outlined in this task order. No more than five relevant projects demonstrating the contractors experience should be provided.

Cost (10%) While price is not the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

RFTOP# 39

TITLE: National Eye Health Education Program: Diabetic Eye Disease (DED) and Glaucoma Education Continued Program Development

PART II - CONTRACTOR'S REPLY:

TO # _____ CONTRACT #263-01-D-0 _____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: Cost plus fixed fee

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR:

Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____

FAX #

Signature - Project Officer

Date

APPROVED: _____

FAX #

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date